

# Staple Foods in India

<https://marketpublishers.com/r/SCA648C68994EN.html>

Date: March 2024

Pages: 65

Price: US\$ 2,100.00 (Single User License)

ID: SCA648C68994EN

## Abstracts

Staple foods saw high retail current value growth in India in 2023, on the back of favourable macroeconomic factors and changing consumer preferences regarding food choices. Favourable macroeconomic factors such as high GDP growth and rising median disposable incomes, coupled with consumers' demand for good-quality hygienic food products, led more people to gravitate from unpackaged products towards packaged staple foods. For instance, the FSSAI (Food Safety and Standards Authority of India) def...

Euromonitor International's Staple Foods in India report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Staple Foods market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Staple Foods in India  
Euromonitor International  
March 2024

### LIST OF CONTENTS AND TABLES

#### STAPLE FOODS IN INDIA

##### EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for staple foods?

##### MARKET DATA

Table 1 Sales of Staple Foods by Category: Volume 2018-2023

Table 2 Sales of Staple Foods by Category: Value 2018-2023

Table 3 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 4 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 6 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 7 Penetration of Private Label by Category: % Value 2018-2023

Table 8 Distribution of Staple Foods by Format: % Value 2018-2023

Table 9 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 10 Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 11 Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

##### BAKED GOODS IN INDIA

##### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Major players in packaged leavened bread focus on innovation, with millet as the star healthy ingredient

Multiple celebration occasions and frequent travel activities drive the growth of baked

goods

Inflationary headwinds put pressure on companies' gross margins

#### PROSPECTS AND OPPORTUNITIES

Players in cakes will continue to innovate, catering to multiple positionings

Health and wellness claims will continue to be important in baked goods

Intensity of competition set to rise in the forecast period

#### CATEGORY DATA

Table 13 Sales of Baked Goods by Category: Volume 2018-2023

Table 14 Sales of Baked Goods by Category: Value 2018-2023

Table 15 Sales of Baked Goods by Category: % Volume Growth 2018-2023

Table 16 Sales of Baked Goods by Category: % Value Growth 2018-2023

Table 17 Sales of Pastries by Type: % Value 2018-2023

Table 18 NBO Company Shares of Baked Goods: % Value 2019-2023

Table 19 LBN Brand Shares of Baked Goods: % Value 2020-2023

Table 20 Distribution of Baked Goods by Format: % Value 2018-2023

Table 21 Forecast Sales of Baked Goods by Category: Volume 2023-2028

Table 22 Forecast Sales of Baked Goods by Category: Value 2023-2028

Table 23 Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028

Table 24 Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

#### BREAKFAST CEREALS IN INDIA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Players continue to focus on innovation to drive consumption

Convenience and barriers to cooking are driving the growth of breakfast cereals

Quick commerce gains traction in breakfast cereals in urban areas

#### PROSPECTS AND OPPORTUNITIES

Localisation will be key to managing expected inflationary headwinds going forward

Scaling to smaller cities could be a challenge going forward

Competition anticipated to increase in the forecast period

#### CATEGORY DATA

Table 25 Sales of Breakfast Cereals by Category: Volume 2018-2023

Table 26 Sales of Breakfast Cereals by Category: Value 2018-2023

Table 27 Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023

Table 28 Sales of Breakfast Cereals by Category: % Value Growth 2018-2023

Table 29 NBO Company Shares of Breakfast Cereals: % Value 2019-2023

Table 30 LBN Brand Shares of Breakfast Cereals: % Value 2020-2023

Table 31 Distribution of Breakfast Cereals by Format: % Value 2018-2023

Table 32 Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028

Table 33 Forecast Sales of Breakfast Cereals by Category: Value 2023-2028

Table 34 Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028

Table 35 Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

**PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN INDIA**

**KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

Tofu and derivatives shows high double-digit retail value growth on the back of increasing demand for plant protein

Players focus on expanding their portfolios to build on consumers' interest in restaurant-like recipes

Low penetration of modern grocery retailers in India restricts expansion opportunities

**PROSPECTS AND OPPORTUNITIES**

Processed meat and seafood will face challenges from fresh meat and seafood going forward

E-commerce will continue to gain traction, given the focus on urban consumers

**CATEGORY DATA**

Table 36 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023

Table 37 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023

Table 38 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023

Table 39 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023

Table 40 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 41 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 42 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 43 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2018-2023

Table 44 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2018-2023

Table 45 NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2023

Table 46 LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: %

Value 2020-2023

Table 47 Distribution of Processed Meat, Seafood and Alternatives to Meat by Format:  
% Value 2018-2023

Table 48 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by  
Category: Volume 2023-2028

Table 49 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by  
Category: Value 2023-2028

**PROCESSED FRUIT AND VEGETABLES IN INDIA**

**KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

Snackification and convenience drive the growth of processed fruit and vegetables in India

Foodservice volumes continue to witness double-digit growth momentum

**PROSPECTS AND OPPORTUNITIES**

Convenience and improving accessibility will drive sales

Major players will continue to launch small packs to encourage consumer trials

**CATEGORY DATA**

Table 50 Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023

Table 51 Sales of Processed Fruit and Vegetables by Category: Value 2018-2023

Table 52 Sales of Processed Fruit and Vegetables by Category: % Volume Growth  
2018-2023

Table 53 Sales of Processed Fruit and Vegetables by Category: % Value Growth  
2018-2023

Table 54 Sales of Frozen Processed Vegetables by Type: % Value Breakdown  
2018-2023

Table 55 NBO Company Shares of Processed Fruit and Vegetables: % Value  
2019-2023

Table 56 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023

Table 57 Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023

Table 58 Forecast Sales of Processed Fruit and Vegetables by Category: Volume  
2023-2028

Table 59 Forecast Sales of Processed Fruit and Vegetables by Category: Value  
2023-2028

Table 60 Forecast Sales of Processed Fruit and Vegetables by Category: % Volume  
Growth 2023-2028

Table 61 Forecast Sales of Processed Fruit and Vegetables by Category: % Value  
Growth 2023-2028

## RICE, PASTA AND NOODLES IN INDIA

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Major players in noodles focus on product launches inspired by consumers' growing interest in K-drama

Changing dietary preferences and lifestyles fuel the growth of packaged rice

Urban consumers gravitate towards e-commerce to purchase pasta and noodles

### PROSPECTS AND OPPORTUNITIES

Low per capita consumption of noodles and pasta offers growth prospects going forward

Basmati rice set to witness steady growth, given the implementation of new FSSAI rules

Private label set to intensify the competition in rice

### CATEGORY DATA

Table 62 Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 63 Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 64 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

Table 65 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023

Table 66 Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023

Table 67 NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023

Table 68 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023

Table 69 NBO Company Shares of Rice: % Value 2019-2023

Table 70 LBN Brand Shares of Rice: % Value 2020-2023

Table 71 NBO Company Shares of Pasta: % Value 2019-2023

Table 72 LBN Brand Shares of Pasta: % Value 2020-2023

Table 73 NBO Company Shares of Noodles: % Value 2019-2023

Table 74 LBN Brand Shares of Noodles: % Value 2020-2023

Table 75 Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023

Table 76 Distribution of Rice by Format: % Value 2018-2023

Table 77 Distribution of Pasta by Format: % Value 2018-2023

Table 78 Distribution of Noodles by Format: % Value 2018-2023

Table 79 Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028

Table 80 Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028

Table 81 Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028

Table 82 Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028



## I would like to order

Product name: Staple Foods in India

Product link: <https://marketpublishers.com/r/SCA648C68994EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SCA648C68994EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970